



# GUIDE TO PRODUCT MANAGEMENT



# Why Should I Manage My Store?

- ▶ Daraz takes pride in being South Asia's **largest online marketplace** and providing millions of **sellers an opportunity to create their online business**. Our team supports all Daraz registered sellers
- ▶ However, being a seller on Daraz also means being **independent**. All sellers must take care of and **manage their stores and products**
- ▶ Being vigilant of how you are managing your products **attracts customers** and leads to **smoother order processing and delivery**



# Product Listing

It is important to keep your store up to date with the SKUs you have by adding products in a timely manner

Whenever you wish to add an SKU into your store:

1. Login to the Seller Center. **Go to 'Products' Tab, Click on 'Add Products'**

1

Products

Orders & Reviews

Promotions

Store Decoration

Growth Center

Business Advisor

Finance

Daraz University

Seller Support

Account & Settings

Seller Documents

Manage products

Add products

Media center

Manage image

Fulfillment by Daraz

Performance

Order	Rating
Shipped on Time 92.86%	Positive Seller Rating -
Cancellation Rate 17.65%	Product Rating -
Return Rate 23.08%	Response Rate 0.00%
Revenue	
Last 30 Days	

Operation

New Products	Total 6
Rejected products (total) -	Rejected products (Miss Product Image) 2
Approved products 4	Pending products -

Pending Orders	Total 1
Since > 24h 1	Since 12 - 24h 0
Since < 12h 0	

Message Center

Seller Support with Live Chat!

Seller Support with Live Chat!

We are live in Karachi and Lah...

We are live in Karachi and Lahore!

Improve Response Rate -> M...

Improve Response Rate -> More or...

[show more](#)

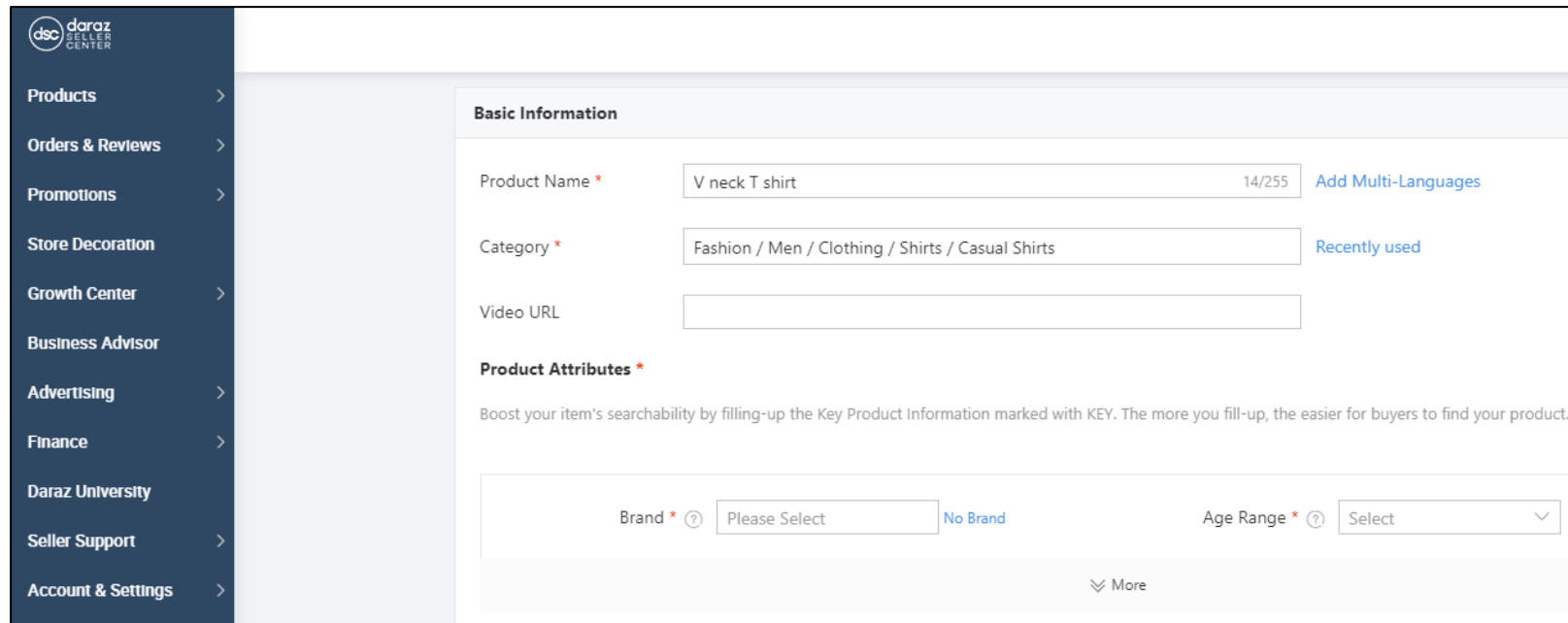
Notice

Extension in KLI Hub Timings - 12...

# How To Add Products?

On the [Add Product page](#), sellers can fill out the details of what they are selling

After confirming all details such as [product name](#), [category](#), [specs](#), [description](#) and [highlights](#) as per Daraz Guidelines, the product can be published for approval



The screenshot shows the 'Add Product' page in the Daraz Seller Center. On the left is a dark blue sidebar with the 'dsc daraz SELLER CENTER' logo and a list of navigation items: Products, Orders & Reviews, Promotions, Store Decoration, Growth Center, Business Advisor, Advertising, Finance, Daraz University, Seller Support, and Account & Settings. The main content area is titled 'Basic Information' and contains the following fields:

- Product Name \***: A text input field containing 'V neck T shirt' with a character count '14/255' and a link 'Add Multi-Languages'.
- Category \***: A dropdown menu showing 'Fashion / Men / Clothing / Shirts / Casual Shirts' with a link 'Recently used'.
- Video URL**: An empty text input field.
- Product Attributes \***: A section with a sub-header 'Boost your item's searchability by filling-up the Key Product Information marked with KEY. The more you fill-up, the easier for buyers to find your product.' Below this are two fields:
  - Brand \***: A dropdown menu with 'Please Select' and a link 'No Brand'.
  - Age Range \***: A dropdown menu with 'Select' and a downward arrow.

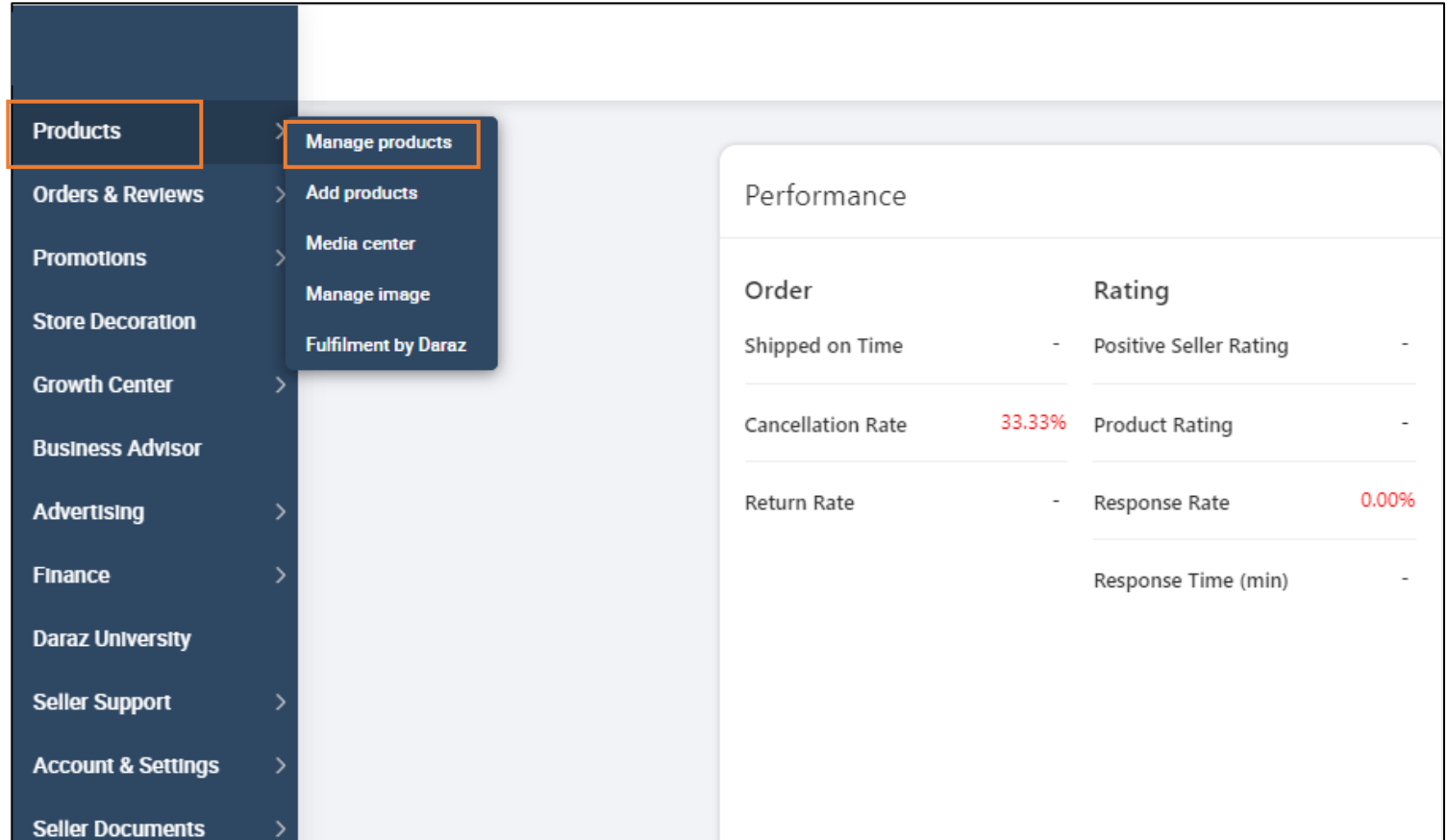
At the bottom right of the form area is a link 'More' with a chevron icon.

*Note: For a detailed tutorial on how to Add Products, visit Daraz University*

# How To Manage Products?

It is important to keep up to date with the status of your SKUs and manage them routinely

If you want to view and manage your products, Log into **Seller Center** – Select the **Products** tab – Click on **Manage Products**



The screenshot shows the Seller Center interface. On the left, a dark blue sidebar contains a list of menu items: Products, Orders & Reviews, Promotions, Store Decoration, Growth Center, Business Advisor, Advertising, Finance, Daraz University, Seller Support, Account & Settings, and Seller Documents. The 'Products' menu item is highlighted with an orange border. A dropdown menu is open next to it, showing options: Manage products, Add products, Media center, Manage image, and Fulfilment by Daraz. The 'Manage products' option is also highlighted with an orange border. The main content area on the right is titled 'Performance' and displays a table with two columns: 'Order' and 'Rating'.

Order	Rating
Shipped on Time	-
Cancellation Rate	33.33%
Return Rate	-
	Positive Seller Rating
	Product Rating
	Response Rate
	Response Time (min)

# How To Manage Products?

## Price & Stock Update

On the **Product Overview** page, you can view all your **added SKUs** with their **relevant details**

You can edit the product's;

1. **Retail Price** – increase or decrease the price according to what you want
2. **Available** – this refers to the available stock of a specific product. Keep this up to date to avoid any problems

Home > Products > Product Overview

### Product Overview

[Add New](#)
[Export](#)
[Import](#)
[View History](#)

[All \(1018\)](#)
[Live \(5\)](#)
[Image Missing \(0\)](#)
[Poor Quality \(0\)](#)
[Sold Out \(2\)](#)
[Inactive \(815\)](#)
[Policy Violation \(275\)](#)

Name	Seller SKU	Created	Retail Price	Sale Price	Lowest Price	Available	Visible	Active	Actions
Feet Up Comfort Anti-perspirant Foot cream	32368	2019-04-02	983	783	-	10	×	<div></div>	actions
Day Shield SPF50 Skin Protector	34143	2019-04-02	1,880	1,650	-	20	×	<div></div>	actions
Oriflame Colour Stylist Ultimate Lipstick							×	<div></div>	actions
Oriflame Colour Stylist Ultimate Lipstick							×	<div></div>	actions
Oriflame Colour Stylist Ultimate Lipstick	Plum Elegance - 35175	2019-04-02	969	-	-	10	×	<div></div>	actions
Oriflame Colour Stylist Ultimate Lipstick	Trendy Cocoa - 35188	2019-04-02	969	-	-	10	×	<div></div>	actions

Price: 1880

Last QC Retail Price: 1880

[Cancel](#) [Save](#)

Dropshipping Stock: 20 [History](#)

[Increase](#)  [Done](#)

Withholding Stock: -0

Occupied Stock: -0

Sellable Stock: 20 [Detail](#)

# How To Manage Products?

## Editing Content

On the **Product Overview** page, you can also edit the content of your products

Click on **Actions** and select **Edit Details** to revise all product details such as **name, description etc.**

**Copy Listing** can be used to create similar SKUs with minor changes

**Manage Product Images** can be used to edit, add, delete or update product images

**Delete Products** removes the entire product along with all details from the list

Home > Products > Product Overview

### Product Overview

[Add New](#)
[Export](#)
[Import](#)
[View History](#)

[All \(1018\)](#)
[Live \(5\)](#)
[Image Missing \(0\)](#)
[Poor Quality \(0\)](#)
[Sold Out \(2\)](#)
[Inactive \(815\)](#)
[Policy Violation \(275\)](#)

Name ↕↑	Seller SKU ↕↑	Created ↕↑	Retail Price ↕↑	Sale Price ↕↑	Lowest Price ↕↑	Available	Visible	Active ↕↑	Actions
Feet Up Comfort Anti-perspirant Foot cream	32368	2019-04-02	983	783	-	10	×	<input checked="" type="checkbox"/>	actions ▾
Day Shield SPF50 Advanced Skin Protector	34143	2019-04-02	1,880	1,650	-	20			
Oriflame Colour Stylist Ultimate Lipstick	Irresistible Copper - 35186	2019-04-02	969	-	-	10			
Oriflame Colour Stylist Ultimate Lipstick	Berry Bliss - 35185	2019-04-02	969	-	-	10	×	<input checked="" type="checkbox"/>	actions ▾
Oriflame Colour Stylist Ultimate Lipstick	Plum Elegance - 35175	2019-04-02	969	-	-	10	×	<input checked="" type="checkbox"/>	actions ▾
Oriflame Colour Stylist Ultimate Lipstick	Trendy Cocoa - 35188	2019-04-02	969	-	-	10	×	<input checked="" type="checkbox"/>	actions ▾

Edit Details  
Copy Listing  
Manage Product Images  
Delete Product

# How To Manage Products?

## Product Filters

On the **Product Overview** page, you can apply relevant filters to your products

Applying a **filter** will help view all your **added products** and their **relevant status** – whether **approved** or **rejected**

Refer to the next slide for a **guide to filters** and their meaning

Home > Products > Product Overview

### Product Overview

Add New
Export
Import
View History
Name
Seller SKU
Shop SKU
Brand Name
Search

All (1018)
Live (5)
Image Missing (0)
Poor Quality (0)
Sold Out (2)
Inactive (815)
Policy Violation (275)

Name ↕↑	Seller SKU ↕↑	Created ↕↑	Retail Price ↕↑	Sale Price ↕↑	Lowest Price ↕↑	Available	Visible	Active ↕↑	Actions
Feet Up Comfort Anti-perspirant Foot cream	32368	2019-04-02	983	783	-	10	×	<div></div>	actions ▾
Day Shield SPF50 Advanced Skin Protector	34143	2019-04-02	1,880	1,650	-	20	×	<div></div>	actions ▾
Oriflame Colour Stylist Ultimate Lipstick	Irresistible Copper - 35186	2019-04-02	969	-	-	10	×	<div></div>	actions ▾
Oriflame Colour Stylist Ultimate Lipstick	Berry Bliss - 35185	2019-04-02	969	-	-	10	×	<div></div>	actions ▾
Oriflame Colour Stylist Ultimate Lipstick	Plum Elegance - 35175	2019-04-02	969	-	-	10	×	<div></div>	actions ▾
Oriflame Colour Stylist Ultimate Lipstick	Trendy Cocoa - 35188	2019-04-02	969	-	-	10	×	<div></div>	actions ▾



# How To Manage Products?

## Product Filters

### Live



Products are approved & are now visible on Daraz

### Sold Out



Product is out of stock in your store

### Inactive



Product is offline & not visible on Daraz

### Image Missing



All details are complete except for the image. Product has not gone through to QC

### Poor Quality



Product has been rejected by QC

### Policy Violation



Product is rejected due to breach in Daraz policy

# Good Content Practices



Accurately mention the **Product Title** which is the first thing customers will see when visiting your store



Mention important **Highlights/Key Features** of the product that impacts the customer's decision



Insert all **Variations** so that customers are well aware of the selection and options



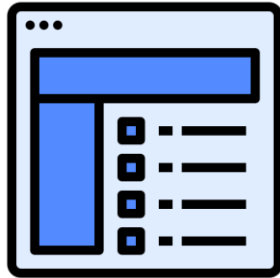
Upload **High Quality Images** to make your product and store look visually clean and consistent



Customers get a good idea of the quality of your products through **Product Details**

# Daraz Policies

It is important to be aligned with all Daraz policies when listing your products on Seller Center



[Click to view](#)  
[Category Restriction Policy](#)  
to learn about our restricted categories, the reason for the restriction, and how you can sell items within these categories on Daraz



[Click to view](#)  
[Prohibited Items](#)  
to refrain from uploading prohibited products and others like them onto the website as the Quality Control team will immediately reject them



[Click to view](#)  
[Restricted Brands](#)  
to learn which brands are restricted to be sold on Daraz without any authorization

# HOPE YOU HAVE A HAPPY SELLING JOURNEY!

For more tutorials, courses and policies,  
Visit Daraz University